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SERA SCHMITT NAMED NEW
USD ASST. PUBLIC RELATIONS DIRECTOR

Sera Schmitt has been appointed Assistant Director of Public Relations at the University of San Diego, it was announced by Sara Finn, USD Director of Public Relations.

Schmitt, a La Jolla resident, will be in charge of the university's speakers bureau and neighborhood program, write the monthly calendar of events and serve as staff support for the university's Downtown Presence Committee.

Schmitt was editor of the San Diego Police Officers Association monthly tabloid, working with POA President Ty Reid. She also worked on the police department's commemorative album, for which she received a commendation from Police Chief Bill Kolender.

She graduated magna cum laude in 1980 from San Diego State University with a degree in journalism. At SDSU, she was the recipient of a Copley Newspaper Scholarship.

Before moving to San Diego, Schmitt freelanced features for The New Buffalo Times in New Buffalo, Mich.

In New Buffalo, she was the campaign writer for a city council candidate.

Schmitt, a mother of five, is a former member of the All Hallows Catholic Church school board.